



IMPORTANT CORRECTION ON PAGE 2

MAY, 1972

April 28, 1972

CORRECTION

Dear Reader:

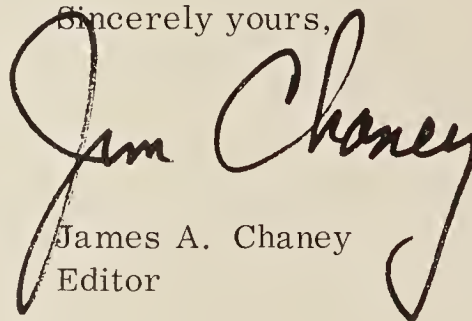
We are writing to correct a most unfortunate error which appears on page 13 of the April issue of Carolina Country.

In the rendering of the voting record of Senator B. Everett Jordan, the typesetter made an error at the end of the column reporting the percentage voting record of the Senator.

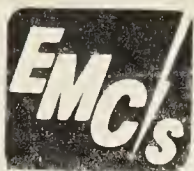
Senator Jordan actually has an 80 per cent FAVORABLE voting record on rural electrification and related issues (the magazine erroneously stated this as "unfavorable"). He has cast 12 votes out of 15 which we consider favorable.

Our apologies to you and to Senator Jordan, who has the most favorable voting record on rural electrification of any North Carolina candidate for the Senate or House.

Sincerely yours,

A handwritten signature in cursive script that reads "James A. Chaney". The signature is written in dark ink and is positioned above the printed name and title.

James A. Chaney
Editor



Carolina Country

Read Monthly in More Than 200,000 Homes.

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Official Publication

North Carolina Electric

Membership Corporation

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Why The Tax Bite Is So Big

If you're like the rest of us who subsist on salaries and wages, rather than on stock dividends and income from tax-exempt securities, you took a beating when you filed your 1971 income tax returns.

The ordeal was worse this April because the Internal Revenue Service's withholding tables were wrong. As a result, employers deducted too little, and instead of getting that always hoped-for refund, millions of wage-earners had to pay more than was withheld.

But regardless of whether IRS tables err on the low side or the high, the average American taxpayer pays more than his share — more than he would have to if it weren't for the fact that certain privileged classes of taxpayers, both individuals and corporations, pay less than they should, and in some cases nothing.

In short, you are being forced to make up for tax concessions allowed fat cats and big business.

Investor-owned electric utilities, for example, enjoy hundreds of millions of dollars in special federal income tax benefits annually. Not only has the tax liability of power companies shrunk in recent years, but it will shrink even more under new tax legislation passed late last year.

Through investment tax credits, power companies reaped nearly \$1 billion in what amount to federal subsidies between 1962 and 1970 (of which only about a third was passed on to their consumers through rate schedules) and stand to reap \$4.7 billion more during the next 10 years.

Under liberalized accelerated depreciation regulations now in effect, the companies will be blessed with tax savings of about \$100 million this year alone. Again, as in the case of investment tax credits, this government subsidy for electric utilities will increase annually in the years ahead.

In addition, power company stockholders have received over \$2.5 billion in tax-free dividends since 1954. The law which permits such largess provides that when utilities use accelerated depreciation, "regulatory" income will exceed "tax" income and allows the utilities to pay the difference to stockholders as tax-free return on capital.

And while the tax bite has been increasing for most of us, it has been decreasing for power companies; they paid \$241.6 million less in 1970 than in 1965.

With everyone feeling the burden of his individual tax load, it's only right that each of us shoulder his fair share. We believe this is a matter worthy of some serious thought by all of us.

Jim Chaney

COVER — The dogwood blossom is the State flower but it is matched in popularity and beauty throughout North Carolina by the azalea. Each spring, Wilmington celebrates the blooming of the azalea with an Azalea Festival. During the festival, thousands visit gardens in the area like Greenfield, Arlie and Orton. Greenfield Gardens, shown on the cover, is constructed around a scenic old millpond and contains a profusion of azaleas and other native flowers in a setting of majestic cypress trees. Photo from the State Travel and Promotion Division.

This Month . . .

- 4 INSIDE CAROLINA COUNTRY
- 6 A BOLD NEW STRATEGY
- 8 WHO'S SUPPORTING WHO?
- 12 THE CAROLINA HOMEMAKER
- 16 CONSUMER NEWS
- 17 THE POET'S CORNER
- 22 HALE!

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INSIDE CAROLINA COUNTRY

a commentary by J.C. Brown Jr., general manager,
North Carolina Electric Membership Corporation.

Short-Sightedness and the Power Shortage

Last summer Congress appropriated \$545 million in REA loan funds for fiscal 1972. The amount was substantially more than the Nixon Administration had recommended but substantially less than the nation's electric cooperatives had to have to keep pace with the growing needs of their consumer-owners and adequately serve rural America.

Another summer approaches, bringing with it new threats of power failures and possibly power rationing. Yet the Administration still has not complied with the intent of Congress. Instead, its Office of Management and Budget has for months held \$107 million of the appropriation in its deep freeze.

Hopefully by the time you read this, the \$107 million will be unfrozen. Both Senators Ervin and Jordan were among the signers of a Senate resolution calling on the Administration to comply with the intent of Congress and release the funds. Considering the expediencies of a political year, Mr. Nixon would stand to gain by doing so.

That won't mean, however, that the money will be immediately available to apply to the large backlog of REA loan applications. More probably, the "released" funds will be carried over until after July 1 to be applied to the Administration's budget for REA in fiscal 1973.

Meanwhile, the financial difficulties of electric co-ops mount, and the national power outlook darkens.

The withholding of the \$107 million, along with a moratorium of REA loans for new generating plants, are only two of many aspects of the short-sightedness which contributes to America's power shortage.

The seriousness of the power shortage was pointed up in March by Chairman John N. Nassikas of the Federal Power Commission. Nassikas warned power shortages could result in brownouts or service cutbacks this summer in the New York, northern Illinois-Wisconsin, Iowa, Florida and Virginia-Carolinas areas.

Although the situation could be improved substantially if nuclear and conventional generating plants under construction begin operation this summer, Nassikas said reserves in the five areas, even with the new generating facilities, still would be below those recommended by FPC.

If the expected problems do occur, Nassikas indicated, the public may be urged to reduce power usage and some service to industrial customers may be curtailed.

In short, the time has come to end for all time the short-sightedness that has brought the electric industry into its present crisis.

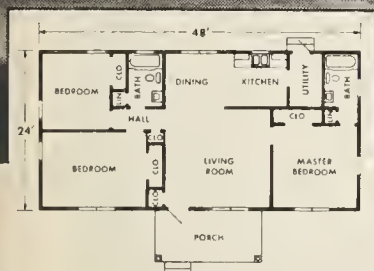
The consumer-owned systems have shown a repeated willingness in recent years to work with the investor-owned systems in solving common problems. EPIC, the non-profit corporation formed by North Carolina's EMCs and Electricities, is an example of that willingness; it anticipates cooperation with the power companies to assure North Carolinians of adequate, low-cost power.

In the face of a power crisis, it is obvious EPIC's generating and transmission facilities must be built. For the same reasons, the REA program must be liberated from the freezes of short-sightedness policies and funded to achieve all of its goals.

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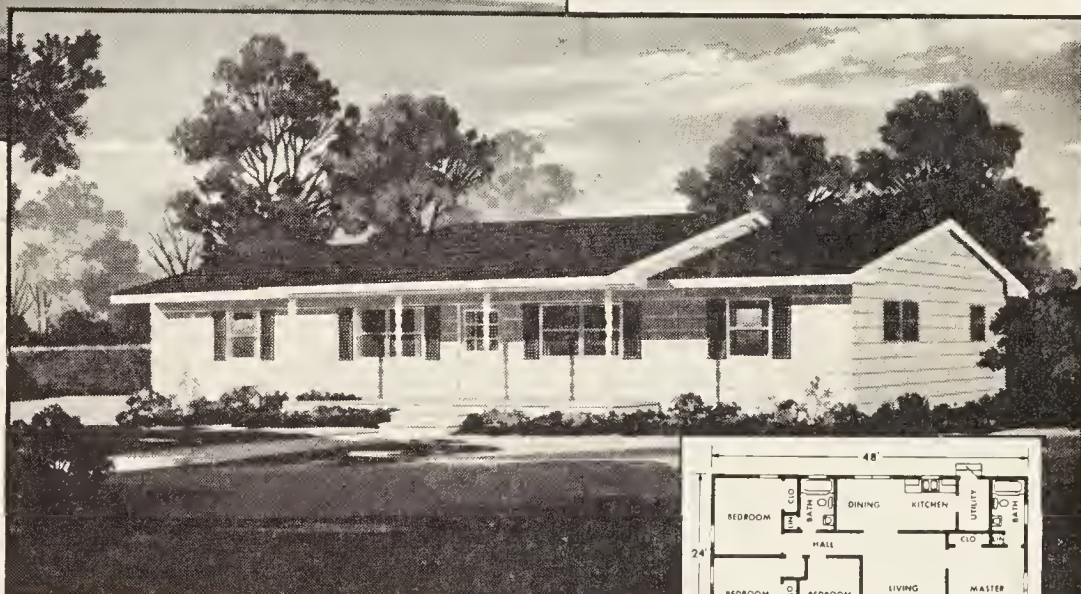
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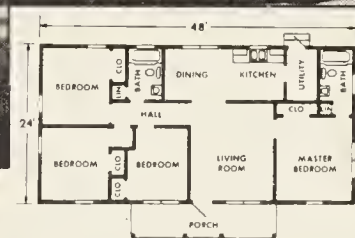
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Governor Scott on his Haw River farm: He knows the problems and he knows the solutions must be found.

A New Strategy of Agriculture

Farmers on the whole are barely breaking even; yet prices paid by consumers continue to climb. Obviously present agricultural policies and programs aren't serving the best interests of either. What is needed, Governor Scott says, is a bold new approach. Speaking at the 20th annual Farm Press, Radio and Television Institute, the Governor, himself a farmer, proposed an approach that is both bold and practical. He called it a "New Strategy for Agriculture." Here, in Bob Scott's own words, is what the "new strategy" would involve.

Robert W. Scott

Governor of North Carolina

An examination of the record over the past decade or two should convince anyone that somehow we as a nation have not developed a workable and adequate agricultural policy.

We have not achieved, by any stretch of the imagination, a policy that assures the farmers of America an adequate income in relation to other segments of our society. And, therefore, we have not assured ourselves and the rest of the world of an adequate supply of many of our foods and fibers.

Continuation of our present hide-bound policies and thinking could either bring the agricultural industry to a screeching halt or slow it to a pace

where the consuming public would have to use larger and larger percentages of its income for that most basic of all necessities — food.

What is needed today — and what I sense that farmers, processors, distributors, consumers, taxpayers all, are crying for — is bold new thinking.

We must kick free of the shackles that bind us to odd ways and embark on a new course . . . a course that will insure a continued plentiful flow of reasonably priced food and fiber . . . a course that will insure a fair income for farmers.

This new national policy should be based on parity of income rather than the old parity-of-price concept. Farmers should be assured of receiving an income equal to their invested resources.

An imbalance exists which must be corrected. In the industrial sector, average return on invested capital after taxes is running in the neighborhood of 13 to 15 percent. In the agricultural sector, the return is much lower — about 6 to 8 percent — and that is for the larger and more efficient farms. The figure is even lower — sometimes even negative — for the smaller farms.

The low returns inevitably will result in reduced efficiency for agri-

cultural production in the future — a reduced efficiency that this nation cannot afford.

The foundation for a new agricultural policy, therefore, should be based on the principle that today's farmers must receive a parity of income with other sectors of the economy.

Parity-of-income, this must be the cornerstone of the framework.

The parity-of-price concept, used for nearly 40 years, does not provide an evaluation of the income situation for modern agriculture. Since farming is a business — and it is big business today — we must use the measurement tools appropriate for business. We must measure by returns, not prices.

The second danger area for modern agriculture is stability, and this is closely related to the problem of returns.

Most industry other than agriculture has the capacity — the tools, if you please — to inject stability into market situations by control of product prices through management of total output.

Farms, except those concerned with only a few specialized commodities, do not have this power — the power to stabilize output price and

thereby reduce the wide and often disastrous fluctuations in earnings.

I say to you, and I say to this nation, that we have been plowing down the wrong row.

Not only do we need new thinking — we need new machinery — a new structure.

The time-honored Congressional-USDA structure is no longer appropriate to the needs of modern agriculture. While this structure has served a very useful purpose in the past, it should be replaced by something better.

Meaningful change will be impossible as long as the details of farm policy are formulated by a Congress that has a basic, built-in time frame of two years. Policies focusing on agriculture have suffered because they have been short-run in nature — concentrating mainly on product prices, not parity of income. Short-run political expediency has too often been substituted for long-range planning.

The patchwork of ineffective agricultural programs we witness today is a direct result of the present Congressional-USDA structure.

We need to move the responsibility for establishing detailed programs outside of Congress and the USDA. We need to adopt a *New Strategy of Agriculture*.

I recommend that Congress adopt the concept of stability and parity of income as long-term policy goals for modern agriculture in America and then establish a national food and fiber board with sufficient authority to develop the detailed production management and marketing policies necessary to insure an adequate supply of food and fiber for the future.

The board would have one main charge: to establish production and marketing control programs, to be implemented by USDA, that will insure the production of food and fiber in the most efficient manner by providing stability in the market and reasonable earnings to all concerned.

Along with this new thinking and new machinery, we need a clear recognition that renewal of Rural America is as important as renewal of Urban America. In the words of President Harry Truman: "One of the great lessons of history is that no

"If you have ever leaned on a farm fence at twilight and heard the spring peepers peep; if you have ever stopped while crossing a pasture to listen for a Bob White; if you have ever breathed fresh air on the high hill, or picked watercress by a cool spring; or felt the warmth in the cow barn on a January morning, then you are a farmer in spirit as long as you live."

*John T. Cunningham
quoted by Bob Scott*

nation can be stronger than its agriculture."

We must develop a truly effective program of rural development. Present policy in Washington, if indeed there is one, is hazy at best. No leadership is being given to revitalizing Rural America ... to stemming the out-migration to already congested and polluted inner cities ... to providing job training and retraining ... to steering new industry to the unpolluted countryside ... to extending the dimensions of our human concern in the areas of health, education, housing, transportation.

The future is now and North Carolina, at least, is doing something about it.

We are devising a Statewide Development Plan built around a network of small urban clusters and taking into consideration 17 sub-regions of the State as well as the State as a whole.

This plan will establish population settlement patterns, make concrete proposals for taking the jobs to where the people are, and provide for channelization of federal, State and local funds into these specified clusters.

The plan will designate the urban clusters which are to be the principal recipients of funds to build public service facilities. These expenditures will help hold the existing urban population as well as stem the out-migration from the rural sector. These expenditures could be expected to make the clusters more attractive to industry, thus reinforcing their capability for growth.

The Statewide Development Plan will point the way to a jobs-people-

public service-environmental balance. Plans to be developed within the 17 regions will augment the State plan by adding land use, water-sewer, housing and transportation components.

The Statewide plan is being developed by specialists within the Department of Administration. This effort will soon be stepped up by activation of the Council on State Goals and Policy, which was authorized by the 1971 General Assembly.

Just as the Statewide Development Plan is a dynamic instrument, the Council on State Goals and Policy will be a dynamic body. The Council will have to face up to the hard choices of where and how to spend our public funds and, more importantly, how these expenditures will affect the future of North Carolina.

We simply must channel our resources in such a way as to reap the advantages of a dispersed population. If we do not give closer attention to our numerous governmental expenditures, we will simply encourage the trend towards more and more people moving into larger and larger urban centers. We simply must establish a balance between where people live, where they can find work, and where they can obtain the public services that we have come to expect in today's world.

The implications of such a commitment go well beyond State government to both federal and local government. All levels of government must accept the goal and channel their expenditures for water-sewer projects, hospitals, schools, and other public services in a manner that is consistent with the overall goal.

Every public agency and institution will have to re-evaluate its programs and redirect its efforts to meet the demands of a new era.

We can no longer categorize our thinking into neat packages labeled "urban" and "rural." No development program can succeed without recognizing the economic, social and political linkages between the two. It could even be said that Rural America is the key to it all, for as William Jennings Bryan stated so eloquently: "Burn down your cities and leave our farms, and your cities will spring up again as if by magic; but destroy our farms and the grass will grow in the streets of every city."



1850
He fed 4



1900
He fed 7

A question for our food lovin' friends . . .

Who's Supporting Who?

By Wes Ritchie

WHETHER we Americans realize it or not (and most of us don't), we owe a great deal of our luxurious living to the man who produces our food.

The farmer and the abundant supply of food he produces is the basis on which we have been able to build the world's highest standard of living.

Stop and think of the progress this country has made in the past 25 years—or even the last ten years. Fabulous!

Twenty-five years ago we had very few dishwashers or clothes dryers in our homes. Jet airplanes, antibiotics, atomic energy, Salk vaccine, electronic computers, and electric can openers were hardly heard of. Two-car families and air conditioned homes (let alone air conditioned cars) were few and far between . . . and the list could go on.

Who's made it possible?

Ask that question of the average man on the street and you're sure to get a

multitude of answers. Our scientists, inventors, and industrialists would surely be mentioned, as they rightly should. But the farmer, as an important force behind this country's progress, would most likely be overlooked.

And there's probably a reason for that, too. Farmers have become so efficient at producing great quantities of wholesome food at low cost that most of us take a full stomach for granted.

But even though farmers are taken for granted, their business is still the nation's most basic industry. And food is man's most basic material need.

Agriculture is this nation's biggest single industry, in fact, employs more persons than transportation, public utilities, automobile manufacturing, and the steel industry combined. The current investment per farm worker of \$50,000 is nearly double the average for non-farm industries.

Even more significant is the rate of



1940
He fed 11



1960
He fed 26



1970
He fed 46

increase in output per farm worker since 1950—almost double that of non-farm workers. This is one of the basic reasons for the high and rising American standard of living.

Accomplishment

How have farmers done it?

Farmers have freed manpower. At the time of the American Revolution, this was a nation of farmers. Even 50 years ago, over one-fourth of all Americans were farmers. If farmers were no more efficient now than in 1920, this country would need 20 million people in agriculture to meet her current needs. In 50 years, more than 15 million workers have been "freed" to produce other things.

Farmers have freed income. Fifty years ago the average American had to spend about 80 per cent of his income on the basic requirements of life—food, clothing, shelter. Today these essentials take less than 65 per cent. So the average family can spend 35 per cent of its take-home pay—instead of 20 per cent—for travel, recreation, education, health, and other luxuries that add to life's quality.

A major part of this gain in extra spendable income has come from a decline in the relative cost of food. Americans last year had to spend only 16½ per cent of their income on food. That compares with over 20 per cent just ten years ago and over 50 per cent and more in eastern Europe and

in many of the developing countries.

Any way you look at it, Americans are buying food at bargain prices.

Farmers have also freed time. The average work week was 51 hours in 1920, compared to 40 now. And paid vacations 50 years ago were few and far between.

Many things have helped, but you can be sure that if food, fiber, and shelter were still costing 80 per cent of consumer spending, workers could not have reduced their work week.

Farmers have freed space. When we were a nation of 107 million people, 350 million acres were required to grow our food and fiber. In recent years, we have harvested fewer than 300 million acres and our population has nearly doubled.

Efficiency

If farmers hadn't improved their efficiency, we would now need to harvest 500 to 550 million acres—even if we stopped exporting. The acres spared by farm efficiency add greatly to soil and water protection, wildlife, and recreation. And more land is available for towns and open space, too.

These benefits—income, time, space, and better use of manpower—have all been vital to improving the quality of life for every member of our society.

What has happened in the past few years overshadows the progress of many, many previous generations. In Christ's time, it's thought that one

full-time worker was producing enough food and fiber for himself and less than one other person.

By 1850, the food and fiber produced by one American farm worker was enough for four persons. Just 50 years later the figure had nearly doubled—it was up to seven.

Between 1900 and 1940, farmers made tremendous progress and the output of food and fiber per farm worker had risen to enough for 11 other people.

By 1960, the production of one farm worker was enough to meet the food and fiber needs of himself plus 26 other people. Last year, each farmer produced enough to feed nearly 46 people. In 1971 it could equal, or possibly exceed 50!

Farmers have made as much change in their productivity in the past 11 years as was made between Christ's time and 1960.

Who benefits most?

Generally, we in America feel that he who makes progress possible should be rewarded for it. But the farmer, the man who has really made our improved level of living possible, often does not share proportionally in the profits.

The real beneficiary of our great agricultural progress is the American consumer. The average American who feeds himself on only 16½ per cent of his after-tax income could not do it without the farmer's basic support—an abundant supply of food.

A Lesson in Citizenship From

Speaking at a meeting of North Carolina Membership Corporation, Hugh A. Wells of the State Utilities Commission said citizens cannot expect their governments and regulatory agencies to be responsive to them unless they exercise the rights and duties of citizenship. Too often, Commissioner Wells told EMC leaders, the only people regulatory agencies hear from are those who speak for the companies they regulate. Given intelligent, fair regulation, he said, all segments of the utilities industry and their consumers would benefit from regulation. Old hands in rural electrification may stoutly disagree consumers of consumer-owned cooperatives would benefit if placed under the same regulatory agency with power companies. Still, the possibility must be faced, and none can disagree that Commissioner Wells' message is provocative and, in this election year, timely.

By Hugh A. Wells

North Carolina Utilities Commission

I sincerely and deeply believe in the ideals and principles upon which the government of this commonwealth and the government of the United States was founded — simply that the purpose of government is to secure to its people life, liberty and the pursuit of happiness.

The function of government in a democratic society must be to serve the people in their common efforts and their individual aspirations toward a better life. The worst sin against liberty any free man can commit is to fail to insist — absolutely insist — that this be so. There is no business more important; no calling more urgent; no trust more sacred, than that of governing ourselves.

In these modern, affluent and hectic times, we are prone to forget — or if not to forget, to put off. We may think about going to the precinct meeting or to the polls, but how often do we get there? We may dislike the men in office, but how much do we do to find a better one to take his place? Do we work, give of our time, talent and money to secure to ourselves and our descendants the blessings of liberty? Or do we put it off until a time when there isn't quite so much else to do — another day when we'll have more time; or until another day when we will no longer have the chance?

A Problem of Priority

The problem is one of priority — one of remembering what is really important.

If you owned a bank, or a railroad, or a power company, you would be very interested in government and how it works and what it does. You would urge your friends to run for public office, you would give these friends large sums of money to run on, you would become even closer friends once they were in office and you would help shape the decisions of legislators and commissioners, governors, and congressmen, and you would be recognized as a leading citizen — a very apt phrase indeed.

But if you are just a small businessman or a farmer or an employee, we usually see quite another picture — the

picture of an amateur on the sidelines warming the bench while the game is played by the pros.

One of the most frustrating aspects of my job as a utilities commissioner — and there are many of them — is that I'm refereeing a game played by all pros — and old pros at that, but no amateurs.

Is Your Voice Heard?

You may be sure that the man who owns the railroad, or the telephone company, or the truck line, or the power company sees to it that the utilities commissioners hear from him. He comes to us in the person of highly paid executives and experts, the best of lawyers and lobbyist, and always with the right answers. But when do we hear from the man who runs the corner grocery store? Or the filling station? Or the drug store? Or the farm? The voice of the working man is seldom heard in the halls of the Utilities Commission and yet there is no agency of government in North Carolina whose decisions are more vitally affecting the lives and pocketbooks of North Carolinians than the Utilities Commission.

Millions With Hardly a Ripple

In 1971, the North Carolina Utilities Commission heard rate applications involving requested annual increases of over \$100,000,000. Think of that — over \$100,000,000 more of rate payers' money every year. If the North Carolina General Assembly were to raise taxes of the people of this State by \$100,000,000 per year, there would be a revolution in North Carolina — and yet we deal in these massive dollars with hardly a ripple from the people.

Of course some of these increases are necessary — I have voted for many of them. But I can tell you many of them are not necessary and are feeding the fires of inflation in this country.

Seriously, Not Merely Amen

I do not think our Utilities Commission takes itself seriously enough as an institution of government. I do not think the Legislature takes the Utilities Commission seriously enough, nor do the people. And I am quite sure the management of many public utility firms in this state do not take the Utilities Commission very seriously for any reason.

As a matter of fact, some of them don't seem to want to take the Utilities Commission one way or the other. They seem to hold the notion that the best thing the Utilities Commission can do is to do nothing — to keep quiet, be still, be dull and indifferent, if not outright stupid, and leave all the thinking to them.

These men apparently think of the Utilities Commission as being there not to serve the people, but to serve their

n Outspoken Public Servant

companies. They want us to do nothing but their bidding and they want that done with promptness and dispatch. They want to run their own show their own way, make their own decisions, good or bad, and they want a Utilities Commission which will say, "amen." They don't — as one of them put it recently — want any Monday morning quarterbacking.

It's The 'Ratepayers' Money

They seem to want to spend their own ratepayers' money to buy big television, newspaper, and billboard ads to tell these ratepayers why higher rates are absolutely necessary, and one of these executives urges his ratepayers to write him and get all the answers — which answer will, you may be sure, go out on paper paid for by the ratepayer, typed by secretary paid for by the ratepayer, with postage affixed paid for by the ratepayer, and signed by this self-same executive who is very generously paid by the ratepayer.

And this man whose company has come to the North Carolina Utilities Commission within the space of 18 months seeking over \$68,000,000 annual revenue increases from these self-same ratepayers, apparently wants a Utilities Commission who won't second guess him, who won't be a Monday morning quarterback or any other kind of quarterback, a man who apparently expects to find on the Utilities Commission level, water boys who will bail him out on request.

Well, I can tell that gentleman by telling you that the day will never come when this Utilities Commissioner will play water boy for his or any other public utility company in North Carolina. My philosophy of rate regulation is pretty simple: (1) when they come asking for money, I will hear the evidence, consider the law, and vote to give them every dollar they are entitled to; (2) in that process I will look very closely and very hard at how they run their business; and (3) I will fight tooth and nail to save the consumers of this state every nickel I can.

If they run their businesses right, I will vote to give them the rates they can prove they need; but if they exercise poor judgment and make bad mistakes, I expect them and their stockholders to swallow those mistakes and not pass them on to their ratepayers, I do not expect the ratepayers of this state to have to pay the price of bad management.

The Principle Still Holds

As Lord Chief Justice Hale so wisely stated over 300 years ago, public utilities are businesses affected with the public interest. This principle is so well founded, established and accepted in the common law and the statutory law of this commonwealth and this nation that it is beyond argument.

But between stating the principle and seeing it work is

the essence of democracy, and this is the heart of the problem today. The public utility concept is one of the most ingenious ever conceived by western man. The publicly approved utility and its appropriate regulation is one of the most singular achievements of the common law. But for many years, public utility management in this country did its best to destroy the principle, unbridled greed, dishonest practices, economic and political corruption, marked the paths of the railroads and the utility holding companies. Public utility management, oblivious to the public interest, pursued policies and practices which clearly translated spelled "the public be damned."

Only the throes of a great depression and the awakening of the people saved many public utilities in this country from utter self-destruction. Cursing Franklin Roosevelt and the New Deal as they did, fighting REA and rural service as they did, even in those dark days they swam while others swam.

What they failed to grasp then, as many of them apparently do even to this late hour, is that the only possible excuse for the existence of a public utility is the public's interest. Not management interest, not bond holder interest, not stockholder interest, but the public interest. The message is — the rule must be — that the public shall be served, not be damned.

Everybody Is Affected

It would be a bad mistake for you to think that, because your electric cooperatives are not regulated by the Utilities Commission, you are not affected by what the Commission does. You are vitally affected by what we do every day.

Moreover, it is my opinion that, given the kind of intelligent, progressive, fair regulation I would have for all public utilities of the state on behalf of all citizens of the state, your segment of the electric industry would be better off, could better serve its consumers in the state at large, if it were to be regulated along with the rest of the industry.

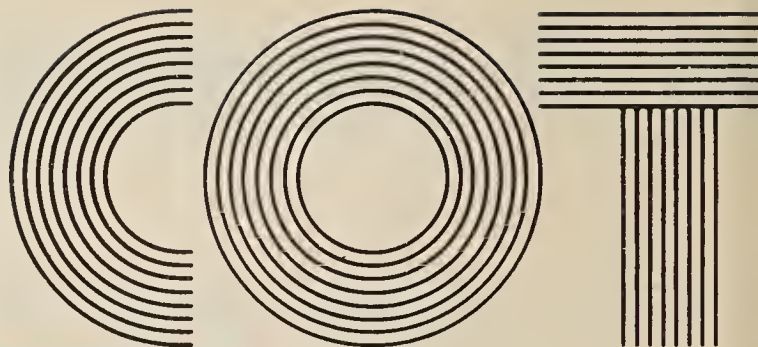
I say that because I am convinced that in the public interest and in the interest of good government, fair, vigorous, effective regulation is one of the most vital aspects of our democratic and economic life today, and that it ought to be fairly applied wherever it can be useful. I sincerely believe that it can be useful and helpful where you, the people of the electric cooperatives, are concerned.

We on the Utilities Commission, you as consumers, the managers of your co-ops, the managers of public utilities firms in this state; all of us must rededicate our work and ourselves to the people we are here to serve. For unless they believe in us, in what we do and how we do it, we cannot and will not survive.

And unless you, as citizens, make the institutions of government aware of your existence, your views and needs, you cannot expect them to be responsive to the public or to consider you in their decisions.



Cotton seersucker is the original no-iron fabric. Carol Horn for Benson & Partners uses it in multicolored plaid for a Chanel-cut jacket and softly shaped bias-cut skirt.



The Carolina Homemaker

Edited by Brenda Sargent

For spring '72, American designers are pursuing the mood of today's nature-conscious environment in style.

And they are turning to cotton as the fiber of nature that best depicts the mood. They like its "feel" — its styling potential and inherent suppleness, and, above all, its dye-ability, its work-ability, and its wear-ability.

Trend-setting spring looks for the natural fiber include such new fabrications as soft, uncrushable corduroy-seersucker combinations; random-cut cotton velvets; and the new alliances of cotton knits with wovens.

Fashionable this spring are prints, appliques, embroideries, needlepoint, and stenciling in sportswear, separates and accessories.

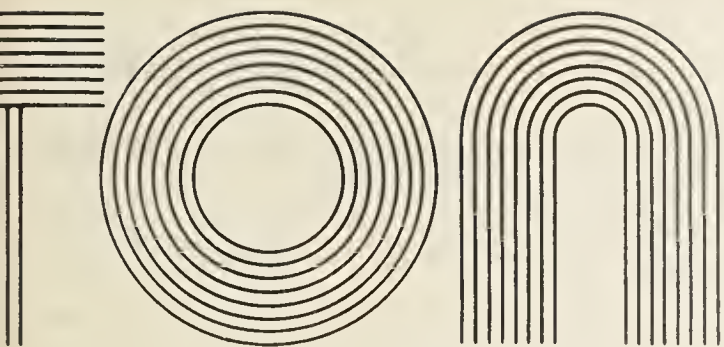
Printed cottons are as often inspired by Oriental colorations as by the abstract in geometric art form. Many



Designer Anne Fogarty chose the tie-dyed cotton knit as the medium for depicting fashion as an art form. The Empire bodice tops a shirt in muted shades of blue and white.



Spring's 'Happy Times' look is captured in a little dress of cotton chintz printed all over with Chinese flowers. It's by Corky Craig of California.



offer a whimsical touch of nostalgia or a prophetic view of the futuristic.

Silhouettes are individually keyed, and lengths are a matter of mood or personal preference.

Dresses and ensembles by day are quietly turning to softened shapes or clear, uncluttered classic lines. Clothes for p.m. pursuits project the romance of supple, sinuous knit fabrications as well as colorful outbursts in ultra-modern or humor-struck prints.

Sportswear classics are in full swing this year with short and long pantsuits paving the way to town or travel plans.

Cotton denim jeans have become a mobil art form. Young fashion motivators around the world fringe, fray, and convert jeans into signature fashion statements by silver studwork, grommet-patternings, and hand-painted designs.

Around the page you will find only a sampling of the moods and shapes for spring '72, but it should be enough to convince you that cotton has a lot to offer.



Cotton knit in a figurative print of prancing thoroughbreds shapes a tunic for sports by land or sea. By Crazy Horse, the tunic can be worn solo or as a swim suit cover.



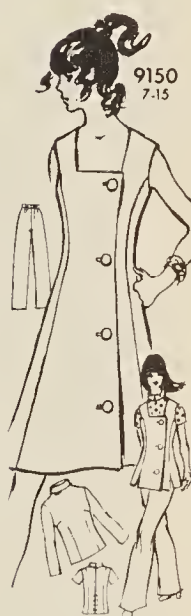
White dots sparkle on black cotton in a bare-shouldered dance dress for evening. The halter neckline is accented with an oversize white bow. This design is by Jean Louis.



Kasper for Joan Leslie designed this cotton classic suit look for spring in a diamond-dashed pattern of purple, white and orange. A contrasting ascot is added for a deft touch.



FASHION FAVORITES



Pattern No. 9246 is cut in sizes 2, 4 and 6.

Pattern No. 9335 is cut in sizes 10½, 12½, 14½, 16½, 18½ and 20½.

Pattern No. 9461 is cut in teen sizes 10, 12, 14 and 16.

Pattern No. 9150 is cut in sizes 7, 9, 11, 13 and 15.

Send 75 cents in coin (no stamps) for each pattern to: CAROLINA COUNTRY, Box 42, Old Chelsea Station, New York, N.Y. 10011. For first class mail, add 15 cents for each pattern. Be sure to include your full address, zip code and pattern size.

ABOUT THE HOUSE

Growing Tulips

Long considered the "queen" of spring-flowering bulbs, the tulip gives ground-level spring accent to overhead flowering dogwood and azaleas. There are tulips for any desired color scheme. If you want to know more about growing these beautiful flowers, stop by the county extension agent's office and get a copy of N.C. State University Extension Folder No. 289, "Growing Tulips."

Mending Sheets

To mend sheets, cut patches of plain, or print cotton material in the shape of a flower and applique the flower patch over the hole in the sheet. Stem and leaves may also be appliqued, or done in a simple outline stitch. Use animal shape patches for children's sheets.

Drop Cookies

When making drop cookies use a steak hammer which has been dipped in sugar to flatten them out. This makes a nice design on the cookies.

Whiten Lace

Yellowed lace may be bleached gently by soaking it for several hours in a pan of sour milk.

Restore Measuring Tape

If your measuring tape becomes wrinkled, press between two pieces of wax paper.

Keep Instructions

Paste instructions and guarantees for home appliances in a notebook immediately after unwrapping. This keeps operating instructions and other important information at hand at all times.

Hide Scratches

White shoe polish will hide scratches on white woodwork.

If you have any helpful hints or special information that you would like to share with other readers, send them to: About the House, Carolina Country, P.O. Box 1699, Raleigh, N.C. 27602.

KITCHEN CORNER

Magic Blueberry Cream Pie

May is prime time for two luscious berries, the blueberry and the strawberry, and North Carolina annually celebrates its abundance of these two crops with festivals in their honor.

To suit this occasion, we have chosen a recipe submitted by 13 year-old Christy Lynn Carpenter of Marion, four years a county winner and one year a district winner in the N.C. Junior Dairy Foods Contest. Last year, with her original "Magic Blueberry Cream Pie," Christy won the State Championship in the Junior Dairy Foods Contest. One tends to believe Christy when she says she loves cooking very much.

Christy's father is a teacher and part-time dairy farmer, her mother a housewife and community 4-H leader. Christy herself is active in the 4-H and other community activities. The Carpenters are served by Rutherford EMC.

If you have a favorite recipe that you would like to share through this column, send it to: Brenda Sargent, Kitchen Corner, P.O. Box 1699, Raleigh, N.C. 27602. Tell us something about the recipe, your family and give us the name of your electric membership corporation. We pay \$2 for the recipe chosen monthly for this column.

CAROLINA COUNTRY RECIPE

*Submitted by Christy Carpenter, Rt. 3
Box 187-B Marion, N.C. 28752*

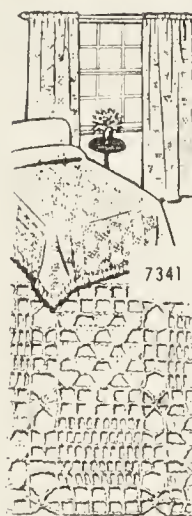
Magic Blueberry Cream Pie

- 2½ cups of milk
- 1 8-oz. pkg. softened cream cheese
- 1 3½-oz. pkg. instant vanilla pudding mix
- 1 graham cracker pie shell (12 inch)
- 1 can blueberry pie filling
- ½ pint sweetened whipped cream
- ½ cup graham cracker crumbs.

In the blender place milk, pudding mix, and cream cheese, blend for 1 minute. Pour into prepared pie shell and chill for 1 hour. Top with blueberry pie filling and spread on whipped cream. Sprinkle graham crumbs on top. Garnish with lemon twist or frosted grapes.

Fresh sweetened fruit such as strawberries, blueberries and cherries may be used in place of canned pie filling.

NEEDLE CRAFT



Pattern No. 7341
Lace-look spread and curtains have old-world charm. Quick and inexpensive.



Pattern No. 7338
Give rooms a new country look with puff pillows. Use scrap fabric, pleat and stuff.



Pattern No. 7295
Overblouse and vest — brilliant, beautiful in silk ribbon. Crochet both.



Pattern No. 7185
Crochet these two vests with or without sleeves — using knitting worsted and big hook.

Send 75 cents (no stamps) for each pattern to: CAROLINA COUNTRY, Needlecraft Dept., Box 162, Old Chelsea Station, New York, N.Y. 10011. Print your name, address, zip code and pattern number. Add 25 cents for Air Mail and Special Handling.

CONSUMER NEWS

This article has been prepared with the assistance of the North Carolina State Attorney General's Consumer Protection Division. If you have a complaint or information about unfair or deceptive trade practices, notify the Consumer Protection Division, Office of the Attorney General, P.O. Box 629, Raleigh, North Carolina 27602.

LEARN WHAT TO LOOK FOR IN GOOD WARRANTY. A guarantee or warranty can save you money, so it's worth your time to shop around and compare a few before you make your purchase.

A good guarantee should tell you what it covers. It may be an entire product or just some of its parts. It should make clear what parts, if any, are excluded, and should tell you how long the product or parts will be covered under the guarantee. It should let you know what, if anything, you must do to keep the guarantee in force, and whether the guarantor will make the repairs or give you a refund or a replacement. The guarantee should explain how to get the product serviced and whether or not there will be a service or labor charge.

Some guarantees are prorated. That means the guarantor may make a full refund or pay for repairs for a limited period of time, but after that, the purchaser has to pay a certain percent for repairs or a replacement based on a set scale.

Phrases such as "satisfaction or your money back" or "30-day free home trial" are considered to be guarantees. These are promises made

to you by a manufacturer or a retailer, and they should be honored. Your full purchase price should be refunded if you ask for it and there should be no special limitations unless they are clearly disclosed.

The meaning of a "lifetime" guarantee appears to be ambiguous, and is meaningless if the guarantee doesn't make clear whose lifetime is covered. For example, a good life-time guarantee might read, "This muffler is guaranteed for the life of the car in which it was originally installed." The company which gives an unconditional guarantee with a product should replace it, repair it or return your money in full if the product is defective, and should clearly state any time limit that is involved. Any product that simply says it is "guaranteed" is assumed to carry an unconditional guarantee and must fulfill the same conditions.

A guarantee is only as good as the company that stands behind it. If the business is a fly-by-night operation, the guarantee, no matter how good it sounds, is worthless if the company goes out of business. It's always good policy to check to make sure you are dealing with a reputable firm.

Remember, a guarantee should be clear and easy to understand. It should tell you what is guaranteed, for how long, and what, if anything, you must do to keep it in force.

The Consumer Protection Division urges consumers to shop around and read various guarantees and warranties before deciding to buy a product.

Consumer Council Wants All To Join

The North Carolina Consumers Council has a statewide campaign underway to build its membership to embrace all consumers, including farmers, workers and businessmen.

Mrs. Peggy Shriver of Raleigh, Council president, announced the membership drive is headed by Mrs. E. Lee Jones of Hamlet.

"Everybody — buyer and seller — is a consumer," Mrs. Shriver said, "and all have common problems in the present economy of concern to the Council."

Mrs. Jones urged North Carolina individuals, married couples and groups to write to: N.C. Consumers Council, P.O. Box 1982, Raleigh, N.C. 27602, for information and application forms.

Dues for individual and husband and wife memberships are \$3 a year.

"The North Carolina Consumers Council is a statewide voluntary citizens' organization made up of individuals and groups representing a broad cross section of the state — urban and rural, business, farm, labor, civic women's and men's groups and minority groups," Mrs. Shriver said. "We are non-profit and non-partisan."

A membership pamphlet carries endorsements by Attorney General Robert Morgan and Rep. Richard S. Clark, author of the Buyers Protection Act adopted by the 1971 General Assembly.

"The Council has done much to help North Carolina consumers in the past," Morgan said. "I know you will do even more in the future."

Consumers Will Have a Chance to Get Expert Answers

Consumers like you will have a chance to discuss their problems with experts at the North Carolina Consumers Council's fourth annual meeting.

The meeting will be held May 10 at Raleigh in Jones Auditorium on the Meredith College campus at 9:45 a.m. following registration and a "coffee" beginning at 9:15 a.m.

The program will feature panel and group discussions, led by experts, of consumer issues including no fault auto insurance, tax reform, the new Buyer Protection Act and recent developments in consumer protection. The experts will include Asst. Atty. Gen. Eugene Hafer of Attorney General Robert Morgan's Consumer and Business Protection Division and Rep. Richard S. Clark, author of the Buyer Protection Act, and specialists in consumer education, law, economics, nutrition and other areas of consumer concern

"Sweet Potato Plants" — for home gardens. Porticras, Nancyhalls, Centennials, Goldrush, Algolds, Copperskins, "Bunch," Red, White or Yellow Yams. 200 — \$2.75; 500 — \$4.50; 1000 — \$6.50; 5,000 — \$30.00. Free Growing Guide. Sunshine Plant Co., Dresden, Tennessee 38225. Phone 364-3754.

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POET'S CORNER

VERSES FROM OUR READERS

Our Bird and Flower

Carolina's favorite flower
Is the spreading dogwood tree,
Found in every friendly bower
From the mountains to the sea;
And her rightly honored bird,
Bright of plumage, and of call,
With his accents clearly heard,
Is our happy cardinal.
Hear him piping, soon or late,
With his richly fluted notes —
Music for the Tar Heel State
Rising from a million throats!
May our honored bird and flower,
Favored by the people's choice,
Ever wield their magic power —
Making all the land rejoice!

L. Grady Burgiss
Rt. 2, Hamptonville

Relieve the Watch

A goodly ship has been my berth,
So sound of timber, born to sail,
With heart to take the wind at worth
And sense to run before the gale!

The many cargoes it has carried
Through calm and storm, through sun and
fog—

The many ports where it has tarried
Are written in the Master's log!

My ship is headed for the bight;
Ahead the breakers crash and foam;
The lighthouse shines its beacon light
To point the sailor's way to home!

When I embark my final trip,
May no one watch me pass from sight,
But rather let me take a ship
That weighs its anchor in the night!

Then when the mooring lines are slipped,
And harbor lights are left astern,
The tides shall whisper, "He has shipped
To chart the seas of no return!"

And when I slip beyond the pale,
And old familiar ports forsake,
May Heaven favor me to sail
A ship that leaves a peaceful wake!

Paul Ellis Bowman
Rt. 5, Hickory

She Loves

Tell me of the woes you bear
The hum-drum of your daily cares;
And I will tell you of the joy I share
WHEN LITTLE KAREN KISSED ME.

Kay Lynn
Rt. 7, Hickory

Hands

Such large and brawny hands
You have so much to do,
Running errands all day long
For others and for you.
When you come in at night
To rest your weary head,
You sit awhile and then you say,
"I forgot my mule has not been fed."
Then you go out and feed the mule
And water the plant bed too;
And many other errands do
All the whole day through.
You rise early in the morning
Before the sun is up,
Those brawny hands have much to do
In keeping the farm chores up.
There are many kinds of hands—
The kind hands of a mother
Whose very touch quiets her small child;
The weary hands that have toiled
day and night for her loved ones;
Praying hands that make us feel
God's presence near;
The helping hand that always
reaches out to help others.
Each hand has its place in life
And God made them all.

Mrs. M.L. Shearin
Rt. 2, Halifax

Deserving Title

"Teacher"
is ONE
Whose love and devotion
is aimed at kids
Who are ever in motion

Dorothy C. Isbell
Miami, Fla.

Sands of the Beach

I stood on the sands of the beach.
I heard the wind, I saw the gulls, I
smelled the air.
I stood on the sands of the beach.
And I was alone.
I stood on the sands of the beach.
I saw the glitter of the sea shells.
I heard the rush of the waves,
and I was still alone.
Now I am no longer standing
on the sands of the beach.
For I am home.
Now I am no longer alone;
I am with my friend —
the ocean.

Melinda Butler
Rosman

God's Love

Dew on the pebbles
With all the little pebbles
Lying around the brook

And their dew drops add to the brook.
And as we see life in God's love and beauty
And hear the babble of the brook
We see precious gifts,
God's love and life he gave us
Flowing onward as the brook.

Ila Belle McMillan
Bear Creek

The Little Cloud That Cried

As I knelt by my bed praying
For my little grandchild,
There came over my window
A little black cloud.
The moon in all its beauty
Was shining so bright;
There was no other cloud in sight.
Just then great drops of rain began to fall.
I knew Heaven had made a roll call,
And Robin had gone inside
That night a little black cloud cried.

Mrs. Joe Weaver, Jr.
Kittrell

Nature's Wonderland

Walking along a leaf strewn way;
Trees softly swaying touch to play.
The foliage of green over head.
Moss covered roots make a bed.

Different patterns of each tree;
Is a wonder for all to see.
Vines creeping around the root.
Little plants to bear much fruit.

Trees have nests inside of them.
Up so high a vision dim.
Berries to come on vine of thorn.
Thick growth nest of bunnies born.

The walk we take in early morn.
Leaves still damp from summer storm.
To hear the different song of bird,
The notes of each in harmony heard.

Water flowing along a stream.
Like violins where one doth dream.
If one sits there and is very quiet.
The splendor is a wonderful sight.

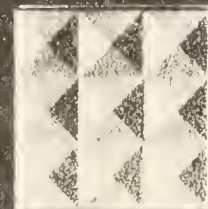
Violet R. Watkins
Rt. 3, Lexington

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I thank you for the article on the burn center that you ran in the March issue of Carolina Country. The people of North Carolina are in debt to you and Mr. (J.C.) Brown for the support that you and all of your EMC subscribers are giving the burn center. Please thank Mr. Brown for me for opening the door to the hearts of the EMC members.

J.W. Stackhouse
Goldsboro

(Hundreds of children and adults die of burns or suffer disfigurement and disability every year in North Carolina for lack of the specialized treatment only a burn center can provide. The state is totally without such a facility now. Readers who wish to help establish a burn center may do so by sending a contribution by check made out to Medical Foundation of

North Carolina Inc. and designated for the Burn Center. Mail checks to Medical Foundation of North Carolina, Inc., 126 MacNider, University of North Carolina School of Medicine, Chapel Hill, N.C. 27514. All such contributions are tax-deductible.)

Just want you to know how much we enjoy Carolina Country at our house. We are new-comers to the country, and we are really thrilled with the way our neighbors have received us city dwellers. Our co-op is Crescent Electric. The folks there are very helpful and quite friendly.

Dottie Haskell
Rt. 1, Stanley

I enjoy Carolina Country very much. I particularly enjoyed the articles on "Why I'm Glad I Live in North Carolina" in the February issue. Of course all the articles were good but those I really enjoyed.

Mrs. Ollin Ivey
Rt. 1, Wade

This is a wonderful little magazine.

Mrs. W.E. Shropshire
Rt. 1, Lake Lure

I always look forward to Carolina Country.

Margaret Campbell
Rt. 1, Pilot Mountain

I really appreciate the Carolina Country magazine. It is very interesting.

Edna B. Newland
Rt. 2, Pink Hill

I enjoy the magazine very much.

Mrs. Frances Gallimore
Rt. 3, Denton

I really enjoy the Carolina Country.

Bonita Smoot
Rt. 6, Mt. Airy

I really look forward to receiving Carolina Country.

Mrs. Ralph J. Repp
Miami, Fla.

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BOOKS

THE TAPESTRY MAKERS. By Ted Malone. John F. Blair, Publisher, 404 NCNB Bldg., Winston-Salem, 82 pages. \$4.50.

The author of this book of poems grew up in the little town of Coats, graduated from nearby Campbell College, spent two years in the Army — much of that time in Germany. Later he reported for *The Raleigh Times*, edited *The Dunn Dispatch* and then attended graduate school at UNC-Chapel Hill.

Ted Malone's poetry reflects the life and moods of a young man and the places he's been. It is poetry that is highly personal and very contemporary. For many it will awaken the long forgotten feelings and memories of early adulthood. A selection, "Time Was," somehow seems to bring the collection together.

Taking for granted
the joys to come,
I ran through
hours,
scattered minutes,
and never thought
a time would be coming
when time would be
gone.
It came as quite a shock
when it went.
(Review by Brenda Sargent)

THE RIVER TO PICKLE BEACH. By Doris Betts. Harper & Row. 400 pages. \$7.95

Those who rejoice in the accomplishments of North Carolina authors will find much to please them in this fifth volume of fiction by Sanford's Doris Betts. Harper & Row is a publisher known for good books, and "The River to Pickle Beach" does both it and Doris Betts credit.

Mrs. Betts, a teacher of creative writing and contemporary literature at UNC-Chapel Hill since 1966, is a former Guggenheim Fellow who has twice won North Carolina's highest prize for fiction, the Sir Walter Award. Her earlier books include "The Gentle Insurrection," "Tall Houses in Winter," "The Scarlet Thread" and "The Astronomer."

LONE STAR REBEL. By J.A. Benner. Illus. by R.B. Dance. John F. Blair, Publisher, 404 NCNB Bldg. Winston-Salem, 232 pages. \$4.95.

Historical fiction relating the exploits of Col. Lawrence Sullivan Ross, heroic commander of the Sixth Texas Cavalry, during the Civil War and a youth who dreamed of joining him. The book will be enjoyed especially by boys.

Wrong Target

The environmentalist who have gone to court in an attempt to halt construction of the New Hope Dam in Chatham County are aiming their fire at the wrong target.

They contend that the dam will create a big lake which will be polluted from the start by industries and towns upstream. If this is so then their fight should be toward eliminating such pollution before the lake begins.

The polluters should be their target instead of the dam which is not only needed for flood control in the Cape Fear Valley but also as a source for a soon to be needed water supply in a growing region. Recreation benefits for a large area of the state will be an added benefit.

The fight should be against present pollution of streams, rather than against the dam.

Editorial by Sam Ragan in *The Pilot*, Southern Pines.

Pro Bono Publico

Alvin C. Morton, general manager of Jones-Onslow EMC, Jacksonville, was sworn in March 7 as a member of the Jacksonville City Council.

Commenting on his selection in an editorial captioned, "Alvin Morton, Wise Choice," the *Jacksonville Daily News* said:

"Over the years as Jacksonville has marched forward to assume its position as one of the most progressive areas of the state, one name has constantly been linked to progress that benefit its citizens.

"When committees were needed to get a specific job done, this name was frequently on the list, and he took on community tasks with the same zeal he has used in guiding the constant growth of Jones-Onslow Electric Membership Corporation.

"He has truly been a leader in the civic and industrial growth of Jacksonville.

"Last night the Jacksonville City Council named Alvin Morton to fill the vacant seat on the Council.

"We commend the Council on a wise choice."

H.G. Phillips, a Jones-Onslow EMC director, has been appointed by Governor Scott to the N.C. Wildlife Commission.

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Colonial studio

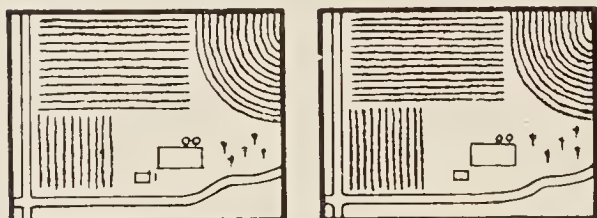
P O BOX 3212, CHARLESTON, S C 29407
ESTABLISHED 1910



Ballad of Two Farmers

This is the ballad of Jones and McGee.
Both knew their farming from A to Z.
But each of them faced the challenge of time
In different ways, as told in this rhyme.

In the year nineteen hundred and sixty-nine
Their cows were many, their profits were fine:

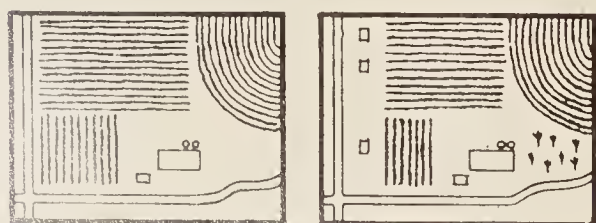


In the pictures above we can see the homes,
The barns and the fields of McGee and Jones.
The corn grew so tall and the air was so free
On the broad, good farms of Jones and McGee.

But in nineteen hundred and seventy-two
They saw urban sprawl approaching their view:

Now each had his way to battle the dread
Of mushrooming cities and suburban spread.
Farmer McGee said, "Let come what may!"
A fierce independence was this farmer's way.

When men from the city knocked at his gate
To purchase some fields for a country estate,
By golly, McGee was a hasty reactor;
He sold the fields and bought a new tractor.



But when the same types approached farmer Jones,
Asking to purchase his cornfields for homes,
He answered, "No, thank you, I'll keep my ground."
Then off he marched to see others in town.

He called upon farmers, he saw the town board,
He suggested town planning, they were in accord:
The town must be planned before it starts growing,
Just as fields must be plowed before the sowing.

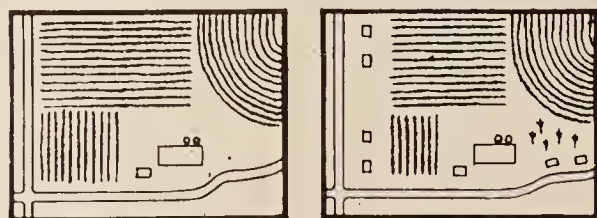
McGee's independence, in seventy-six,

Appears to have gotten his farm in a fix:

Farmer McGee has sold much of his tract,
Keeping the barn and some acres in back.
He used the spare cash to repair the old barn,
But the sales may have done less good than harm.

Farmer McGee has stopped working his farm,
His fields left to weeds, to rats his barn.
With all of the houses built up on the street,
To parcel the inside will be quite a feat.

And smart farmer Jones, what's this fellow done?
Sold all of his land, for the right time had come.
Every last bit of it, hook, line and sinker,
To a subdivider, a dollar-bill thinker.

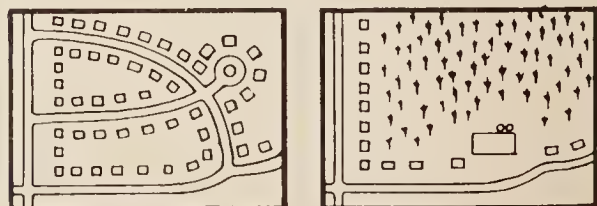


Now for a question: Of Jones and McGee,
Who of these two would you rather be?
The answer depends on your outlook and ways,
But here are some points that must be raised:

The farm of Jones, unlike that of McGee,
Produced 'till its sale to capacity.
Because his town's growth was planned so well,
Jones knew when to farm and when to sell.

No neighbors to nag him, low taxes too,
He was free to devote his attention to MOO.
And when he sold out, the price was just grand
On his fields, his pasture . . . on all of his land.

Last our thoughts turn to Farmer McGee,
Whose heroics will go down in history.
Alone this great farmer fought against sprawl,
But the odds were enough to make him crawl.



(Reprinted from American Agriculturist)

LAND USE

**Soil Conservation Service Specialists
Can Help You Make the Right Decisions**



Soil Conservation Service can help with anything from a farm to a golf course.

By Frank Jeter, Jr.

Soil Conservation Service

A contractor building a house subcontracts with one man to lay the roof, another for ceramic tile, a third for finishing the floors. A family man calls on his stock broker - or his banker - for financial advice. Someone with a skin rash makes an appointment with the dermatologist.

The increasing complexity of life is rapidly making the 1970's The Age of the Specialist, no matter what other labels (Space Age, Computer Age) may be applied.

The good old "shade tree mechanic" reluctantly yields to brake specialists, transmission repairmen or body rebuilders.

Most of us need specialized advice to help us make decisions, and most seem glad that this is true.

North Carolina has been accurately described as a fortunate state, with good soil, adequate water and a favorable climate, and this list can be expanded to include another favorable aspect: North Carolina still has quantities of open land, which enables a choice of directions for future land use.

This fortunate option is open to all. A group planning a shopping center can find a suitable site; city or county planners can weigh a choice of

locations for a new park or recreational facility. Agricultural producers can plant their crops on suitable land. A real estate developer can find a tract for 400 new houses that is accessible, attractive, and adaptable for suburban housing.

Professional help on land use for all these users, and many others, is available in every North Carolina county. The Soil Conservation Service of the U.S. Department of Agriculture is available, and ready to provide specialized data on land use, protection, development and a variety of other needs. Working through 88 soil and water conservation districts which blanket North Carolina, SCS employees are active practitioners of their specialized skills.

Progressive soil surveys provide data on planning the best use for a tract of land. Resource conservation and development projects (two are active, each covering six counties) aid the economics, environment and quality of life.

Increasingly, local governmental units call on the Soil Conservation Service for technical services - in fiscal 1971, a total of 242 governmental units received 552 varied services, ranging from resource plans to selection of sites for public facilities to inventories or evaluations of natural resource data.

Individual landowners - rural, suburban and in large and small towns - also sought and obtained valuable planning guidance; soil and water conservation districts added 2,691 new cooperators in fiscal 1971, building the total number of cooperators to 69,811, operating or controlling 8,838,219 acres.

Not all services were rendered on an individual basis. In 1971, 1,399 services were provided to 322 separate groups of land users. No matter whether the purpose was to convert a pasture to a golf course, dig a trout pond in a mountain valley, provide a place for several hundred families to put down their suburban roots where previously only corn or soybeans had grown, or to convert a cotton field into a community college, scientific data was available, to provide the specifics needed in an age of specialization.

When needed, additional specialists from other agencies were called in on the case - engineers, geologists, foresters, planners - a broad spectrum of qualified people.

When properly informed and advised, people can make their own decisions.

Wise decisions on land use will provide blessings for generations to come.

HALE

Not Very Bright

There was in the small town a boy who had the reputation of not being very bright. People there had fun with him several times a day by placing a dime and a nickel in the open palm of his hand, and telling him to take his pick of the two. In each case, the boy would pick the nickel and then the crowd would have a big laugh.

One day a kind-hearted woman asked him. "Don't you know the difference between a dime and a nickel? Don't you know that the dime, although smaller is worth more?"

"Sure, I know it," he answered, "But they wouldn't try me out on it any more if I ever took the dime."

Not Warm Enough

"Your mother-in-law needs a warm climate," said the doctor.

"How about Florida?" suggested the son-in-law.

"Not warm enough."

"How about Death Valley?"

"Not warm enough," muttered the physician.

For a moment the son-in-law looked at the doctor in silence, and then left the room.

In about a minute he was back with a pistol in his hand. He handed it to the doctor. "You shoot her, doctor. I can't."

Politicking

Two opposing politicians were debating on a busy street corner, while a group of spectators listened.

"There are hundreds of ways of making money," challenged one, "but only one honest way."

"And what's that?" jeered the other.

"Ah, ha!" exulted the first speaker. "I thought you wouldn't know!"

Older Men

Two friends were talking about the number of women who seem to find older men attractive. "Why," said one, "my grandfather was a perfect example of that. Women were crazy about him."

"How did Grandpa feel about it — was he crazy about them, too?" asked the second.

"Well, not at first, but after a while it began to go to his head and he began to cut notches on his cane, one for every conquest. That's what killed him."

"What do you mean — that's what killed him?"

"He made the mistake one day of leaning on his cane."

Failing Health

"I can't find anything seriously wrong with you," the young doctor told the old lady.

"Don't tell me there's nothing wrong," she snapped. "I was in failing health, young man, before you were born!"

No Fortuneteller

"There's a cockroach in the bottom of my cup!" howled a customer in a greasy spoon cafe. "What does this mean?"

"Listen, bud," growled the proprietor, "if you want your fortune told, go find yourself a gypsy!"

Special Delivery

A scientist crossed a carrier pigeon with a woodpecker. The bird not only carries messages, but he knocks on the door.

Grand Award Winner

Blue Ridge EMC of Lenoir has won the National Rural Electric Cooperative Association's Grand Award for the best member services program in the nation.

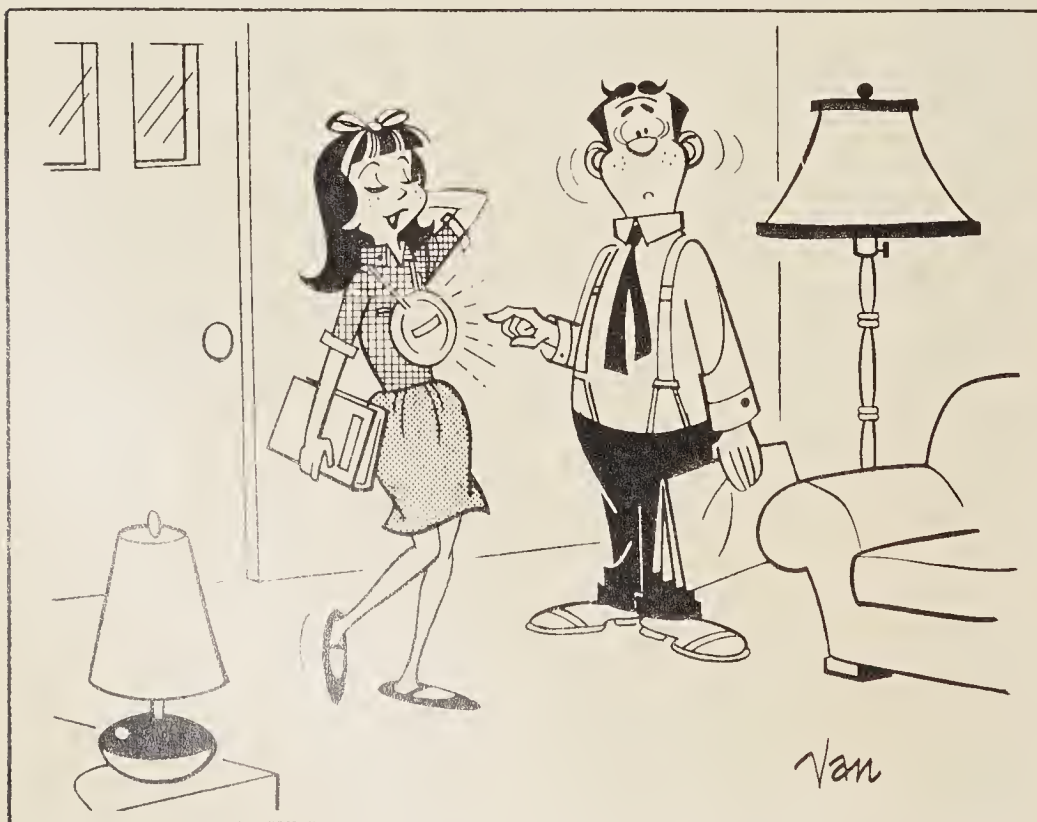
"Blue Ridge employs ten persons in the member services department to serve its 26,168 members and the community," the citation said.

"Of special significance is that over 90 percent of the cooperative employees are members of one or more civic or community organizations ... proof enough that Blue Ridge is involved in building a better community.

"During the contest year, the system sponsored \$600 scholarships to five schools in the service area. They initiated their special 'Youth-Director Day' with a special program to acquaint young people with the cooperative way of doing business. Blue Ridge's Advertising Program covers both power sales and institutional advertising. Promotions are scheduled emphasizing off-peak and low usage times.

"Ten new industries and 11 expanded industries added to the economic growth of the community. Several subdivisions and 300 low to moderate income homes made a contribution to better housing.

"Blue Ridge's overall program not only wins for them the Grand Prize but they are also recipients of the Low Cost Capital Committee's Award for making the greatest contribution to community development."



"It's Reggie Phipp's Hub Cap, Silly. Don't you know when a girl's going steady?"

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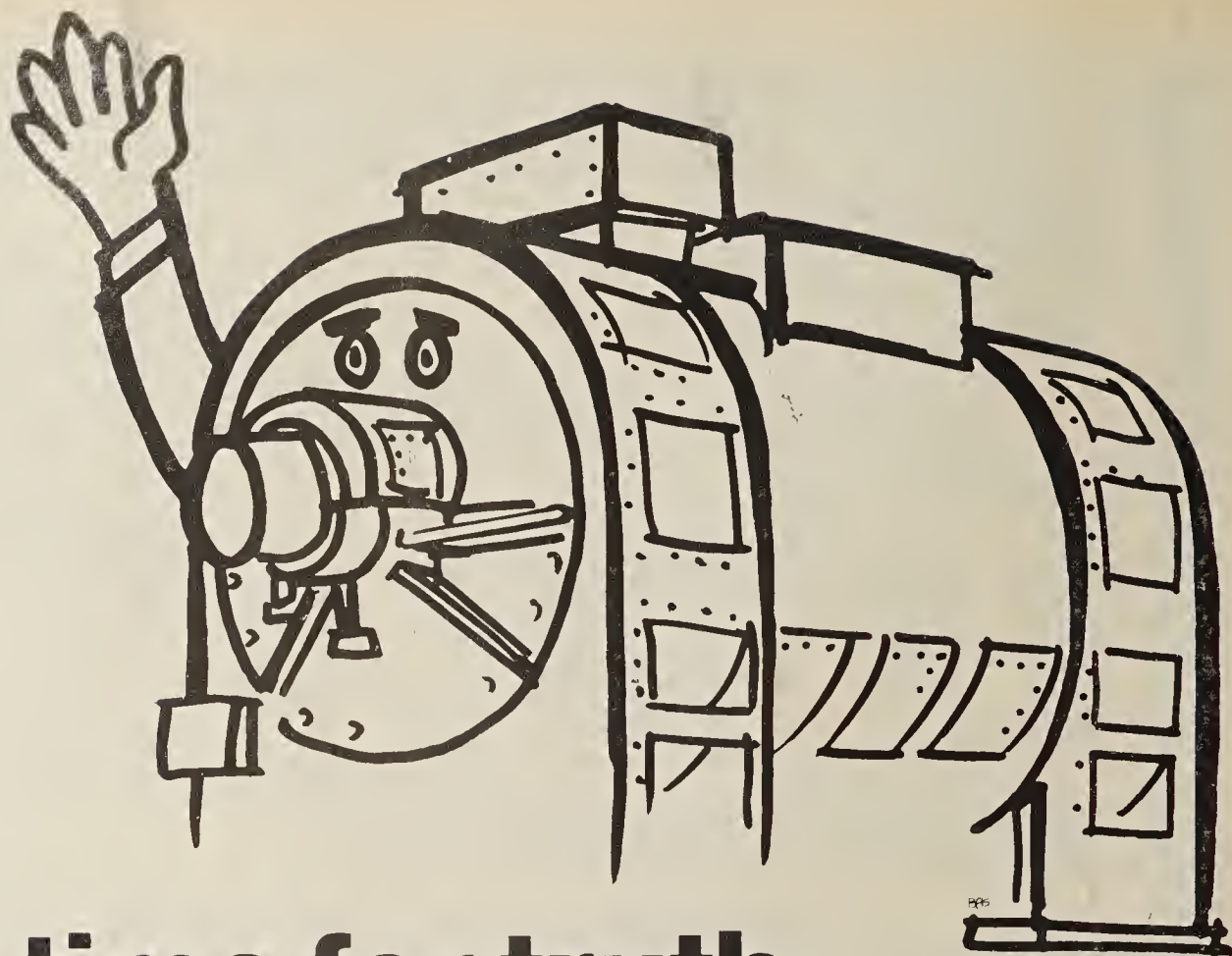
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CMB



It's time for truth in power company advertising.

America's power industry today faces some tough problems . . . such as how to produce adequate electric power within a clean environment.

Yet the industry's giants—the self-styled investor-owned electric light and power companies—are, for the third year in a row, spending time and money on national advertisements presenting a misleading tax message about non-investor-owned utilities.

We of the nation's *consumer-owned, non-profit* rural electric systems think the time has come to set the record straight. We believe, that when it comes to who bears which share of our national tax burden, there are some truths every citizen should know.

- Under legislation passed last year, the "investor-owned" electric utilities will enjoy tax benefits of approximately \$464 million this year alone.

- Between 1962 and 1970, investment tax credits not passed on to consumers in the form of rate reductions amounted to \$639 million in benefits for these companies.

- Since 1954, under provisions of that year's tax legislation, "investor-owned" electric companies have paid out well over \$2.5 billion in tax-free dividends to their stockholders.

- And, federal taxes paid by these utilities have dropped from 13.6 percent to 5.6 percent of revenue in the last fifteen years—again because of special-interest tax legislation.

The top order of business for all segments of the electric power industry, large or small, is solving the energy crisis that confronts our nation.

We of America's rural electric systems intend to get on with the job. We think it's time the giants of the industry did the same.

National Rural Electric Cooperative Association

For more information, write America's Rural Electric Systems, 2000 Florida Ave., N.W., Washington, D.C. 20009

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